

## CLAIMS

What is claimed is:

1. A pharmaceutical kit comprising at least one of an H2-histamine receptor antagonist and an anti-pyretic, analgesic agent, and an instruction to administer the antagonist in combination with the anti-pyretic, analgesic to treat at least one of a viral and bacterial cold.
2. The pharmaceutical kit of claim 1 wherein the H2-histamine receptor antagonist is included in an over-the-counter product.
3. The pharmaceutical kit of claim 1 wherein the H2-histamine receptor antagonist is selected from the group consisting of famotidine, ranitidine hydrochloride, omeprazole, esomeprazole, and cimetidine.
4. The pharmaceutical kit of claim 1 wherein the anti-pyretic, analgesic agent is included in an over-the-counter product.
5. The pharmaceutical kit of claim 1 wherein the anti-pyretic, analgesic agent is selected from the group consisting of acetaminophen, ibuprofen, naproxen, acetyl salicylic acid, celecoxib, and rofecoxib.
6. The pharmaceutical kit of claim 1 comprising the H2-histamine receptor antagonist in solid form for oral administration, and the anti-pyretic, analgesic agent in solid form for oral administration.
7. The pharmaceutical kit of claim 1 wherein the instruction instructs a user to administer the H2-histamine receptor antagonist orally using multiple doses of up to 1500 mg total daily, and wherein the instruction further instructs a user to administer the anti-pyretic, analgesic agent orally using multiple doses of up to 1000 mg total daily.
8. The pharmaceutical kit of claim 1 wherein the instruction instructs a user to orally administer the H2-histamine receptor antagonist together with the anti-pyretic, analgesic agent.

9. A method of providing a health care product, comprising  
providing at least one of an H2-histamine receptor antagonist and an anti-pyretic,  
analgesic agent; and  
providing an instruction to administer the H2-histamine receptor antagonist in  
combination with the anti-pyretic, analgesic agent to treat at least one of a viral and  
bacterial cold.
10. The method of claim 9 wherein at least one of the H2-histamine receptor antagonist and  
the anti-pyretic, analgesic agent are included in an over-the-counter product.
11. The method of claim 9 wherein the H2-histamine receptor antagonist is selected from the  
group consisting of famotidine, ranitidine hydrochloride, omeprazole, esomeprazole, and  
cimetidine.
12. The method of claim 9 wherein the anti-pyretic, analgesic agent is selected from the  
group consisting of acetaminophen, ibuprofen, naproxen, acetyl salicylic acid, celecoxib,  
and rofecoxib.
13. The method of claim 9 wherein the instruction instructs a user to administer the H2-  
histamine receptor antagonist orally using multiple doses of up to 1500 mg total daily,  
and wherein the instruction further instructs a user to administer the anti-pyretic,  
analgesic agent orally using multiple doses of up to 1000 mg total daily.
14. The method of claim 9 wherein the instruction instructs a user to orally administer the  
H2-histamine receptor antagonist together with the anti-pyretic, analgesic agent.
15. A method of providing an over-the-counter health care product, comprising  
providing an H2-histamine receptor antagonist; and  
offering the H2-histamine receptor antagonist for sale in a sales display in a position  
proximal to a position in which an anti-pyretic, analgesic or a cold or flu medicine is  
offered for sale.

16. The method of claim 15 wherein the H2-histamine receptor antagonist is offered for sale in a position proximal to a position in which the cold or flu medicine is offered for sale.
17. The method of claim 15 wherein the H2-histamine receptor antagonist comprises cimetidine, and the anti-pyretic, analgesic or a cold or flu medicine includes acetaminophen.
18. A method of advertising a health care product, comprising  
advertising sale of at least one of an H2-histamine receptor antagonist and an anti-pyretic, analgesic agent; and  
providing an item of information that at least one of a viral and bacterial cold can be treated with a combination of the H2-histamine receptor antagonist and the anti-pyretic, analgesic agent.
19. The method of claim 18 wherein the H2-histamine receptor antagonist is selected from the group consisting of famotidine, ranitidine hydrochloride, omeprazole, esomeprazole, and cimetidine, and wherein the anti-pyretic, analgesic agent is selected from the group consisting of acetaminophen, ibuprofen, naproxen, acetyl salicylic acid, celecoxib, and rofecoxib.
20. The method of claim 18 wherein the information comprises an instruction that instructs a user to administer the H2-histamine receptor antagonist orally using multiple doses of up to 1500 mg total daily, and wherein the instruction further instructs a user to administer the anti-pyretic, analgesic agent orally using multiple doses of up to 1000 mg total daily.